

SEDONA MARATHON EVENT

DEMOGRAPHIC PROFILE 2018

PARTICIPANTS IN 2017 **2,932** AVERAGE TOTAL ATTENDANCE **5,864**

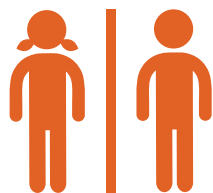
NIGHTS STAYED IN SEDONA

74%

STAYED AT LEAST 1 NIGHT

1 NIGHT	21%
2 NIGHTS	27%
3 NIGHTS	13%
4 NIGHTS	4%
5 NIGHTS	2%
5+ NIGHTS	7%

RACE PARTICIPATION



FEMALE
66%

MALE
34%

5K	24%
10K	28%
HALF MARATHON	40%
FULL MARATHON	8%

AGE

0-19	5%
20-35	28%
36-49	35%
50-64	26%
65 +	6%

ANNUAL HOUSEHOLD INCOME

Under - \$25K	4%
\$25 - 49K	9%
\$50K - 74K	14%
\$75K - 99K	14%
\$100K - 149K	19%
\$150K - 199K	10%
\$200K +	10%

TYPE OF ACCOMMODATIONS

Hotels, Resorts, B&Bs	50%
Day Trip Only	24%
Private Home as Guest	9%
Rented Vacation Home	8%
Timeshare	7%
Campground or RV Park	2%

OTHER ACTIVITIES PARTICIPATED IN

Dining	71%
Hiking, Biking	45%
Shopping	41%
Sightseeing	22%
Art Galleries, Museums	15%
Land Tour	13%
Spa Treatment	7%
Spiritual	7%

ECONOMIC IMPACT

5,336
total rooms booked

\$122,416
total generated in sales and bed tax

\$3,000,000
in visitor spending

COUNTRIES REPRESENTED



USA



Canada



Japan



Great Britain



Mexico



Poland



New Zealand



Germany



Lithuania



Northern Mariana Islands